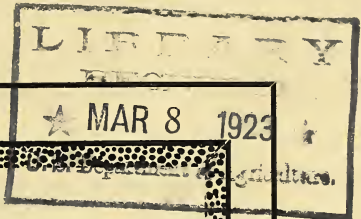


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1923



CHARLTON BURGESS
BOLLES
Dahlias



MEDIA, PENNSYLVANIA
Delaware County

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Right way

PLANTING

Plant six inches deep, sprout uppermost.

Wrong way



I thank you for your request for my catalog.

My list of dahlias is a choice one. I have been trying for years to grow the very best varieties that are low enough in price to be within the reach of the home gardener, and yet be varieties that produce flowers in abundance, of exceptional beauty of form and color. I made an elaborate color chart, studied color, and tried by special fertilizers of my own preparation to intensify and improve the color of my flowers. I have a list of dahlias, therefore, that has been tested and tried, and proven both by myself and others to be unusually pleasing.

The prices are lower than most. I have grown flowers for twenty-five years, and love them so that I purposely make some prices lower than I could probably get, but do so to have others plant the varieties so priced, and enjoy them, I trust, as keenly as I do. If, after comparing my list, and my prices, you cared to send me a list of other flower lovers, I would be particularly grateful. I believe, with utmost sincerity, that my varieties and my prices are a privilege and a benefit to the home gardener. For years people have been paying what seem to me very high prices, and I resolved to change these conditions if I could.

So many kindly folks nowadays are planting flowers for hospitals, shut-ins, church decorations, etc., as well as home adornment. The dahlia is par excellence, adapted for such kind services. While we all wish that the dahlia was fragrant, and confidently expect that some time perfume will be bred into it, the absence of odor makes this flower particularly welcome in the sick room. Two dozen tubers carefully grown will afford you generous cuttings of flowers; three dozen tubers will be better, four dozen still better for "plenty." Some varieties produce more flowers than others, and if you need to cut the blooms for long stems, for tall vases, or special display with some of the foliage (which does not hurt the plants, when done in moderation) a larger number of plants will be needed, than if just for the home use exclusively. So a goodly number planted is a decidedly happy condition, and one that the garden lover exceedingly enjoys.

A dahlia lover wrote me recently: "This season on a bit of land removed from my other dahlias I had a generous number of your dahlias. All the flowers grown here I gave away. I cannot tell you the satisfaction it was to supply my friends, and to be able to say 'any color you like best, and as many as you like,' not only to one friend, but to several, the same day. About twice a week this plot would be radiant with color and beauty, and I would cut the blooms to almost the last one. The next day, of course, the garden looked rather bleak, but on the third day it was itself again. I mention this to show the advantage of as generous a planting as one's space allows."

Buying the Thing Beyond

When you buy dahlias, you are purchasing the thing beyond. Happiness is largely a matter of memories. Dahlias bloom into barren, bare and bleak November, leaving memories of their indescribable brilliancy of color, their exquisite beauty, and the happiness, friendliness, and cheer brought by these marvelous flowers into your own life and the lives of others (some of them sick and shut-ins), who share with you their wonderful loveliness.

Does He Like It?

A certain wife always has a little vase of flowers on her husband's chiffonier. He's away in the morning before she is up, often retires before she does. He leaves home with that beautifully expressed thought of him in mind and heart. By the same token one of his last thoughts is of her as he falls asleep, convinced that "Brahma in his goodness has performed a miracle and sent him an angel for a wife." Does he like it? Ask him. It has meant much. Impatience has been lessened; complaint stilled; he has reciprocated with boxes of candy. You can do it all summer, and until frost, for only a dollar. Won't it pay? Will he like it? Try him. Where can you get so much for a dollar? Twelve exceptionally choice dahlias, postpaid, \$1.00. Buy the thing beyond. Happiness is largely a matter of memories.

I Sell Results

not merely dahlias. Because the dahlia is the most gorgeous, brilliant, dazzling flower that grows in the temperate zone it sells at sight as cut flowers. Tubers average thirteen new ones to each plant. You can sell all you can raise. The dahlia is the most popular flower throughout the United States today. No flower is in such public favor. Grown-ups, and boys and girls, can gain a comfortable amount of money by private sales "in a small way." Your sales will multiply year after year.

I am finding people more and more raising dahlias for church decoration, for hospital visitation, shut-ins, sick, and the home. They sell at sight as cut flowers to people without gardens. One man sold over \$50.00 in cut blooms in ONE office building, the stenographers being simply "wild" for them, at prices less than those the florists charge, desiring them for cemeteries, for the sick, for evening parties, for birthday and wedding anniversaries, for home decoration, and for their own office desks.

Ladies Aid Societies, Bible Classes, Clubs of Boys and Girls, Boy and Girl Scout Troops, could make the raising of a plot of dahlias an interesting and money making project. It would become not only a center of delightful interest, but a money making enterprise as well. Where an order for \$10.00 or more is sent, for such purposes, I allow ten per cent discount, and for ten dollars in tubers \$9.00 may be remitted, or if ten dollars is sent eleven dollars in tubers may be chosen. Cut flowers are in much demand for all kinds of occasions, and neighbors will buy tubers.

For church decorations use tin pails, and glass preserve jars, set inside of attractive baskets of almost any shape. Pebbles at the bottom of both baskets and jars will help to ballast the large masses of flowers that might otherwise be a bit top heavy.

If you favor me with an order I would be grateful if you wrote me in the autumn of your successes, time of planting, time of first blooms, time of first killing frost, kind of soil, kind of summer, and its effect upon the plants, and profuseness or sparseness of blooms, for the seasons, climate, and location do influence all these matters.

Guarantee

I guarantee my dahlias to be true to name, healthy, and vigorous. I exercise the greatest care in tagging in the field, and when harvesting, and in packing and shipping, personally supervising my assistants. Yet it is very human to make mistakes. Check up your order soon as received. If any errors in filling it be found please notify me at once, that I may promptly correct the mistake.

I guarantee that my tubers will start growing and thus prove that they are both alive and vigorous. When, because of some adverse circumstance that escapes the triple inspection to which each tuber is subjected before I send it out, a root fails to start I will replace it; this year if there is time, next season anyway. But I cannot guarantee that a dahlia plant will continue to grow, anywhere, and become an abounding success. With the best care I can give them not all of my thousands of plants succeed in my own fields. It is a risk that is incidental to gardening, and must be accepted by the customers of every nurseryman. After my roots in your possession have sprouted my responsibility is at an end, and I cannot replace them if they do not do well. I do replace, of course, those that do not come true to name because of mistake in shipping. Most failures in starting plants and roots are due to improper planting, or because of insect enemies. Much also, depends upon climate, soil, weather conditions, and the attention the gardener gives. Failure with dahlia tubers is sometimes due to keeping the roots too long before planting. Unpack the tubers immediately upon arrival, and if planting is to be delayed a few weeks keep the roots in loose, sifted, very slightly damp, but not wet, earth. Unless you do this the bud that produces the sprout may utterly dry and die.

So many factors determine crop successes or failure that many nurserymen now serve notice that they give no warranty, express or implied as to crop success, and that they will not be in any way responsible for the crops and that customers must buy seeds and roots upon these terms. This is only fair. Every commercial grower receives enthusiastic letters praising the stock he sent out; and from other regions letters full of disappointment because of failure to secure results. A long dry spell can ruin a prospective crop of corn, potatoes, hay, dahlias, etc., and for such failure the nurseryman ought not to be blamed. There are other factors sometimes more, sometimes less under the control of gardener or farmer. No worker seems to have more enemy conditions, more uncertainties, than the agriculturist.

Fertilizers

Dahlias do not require, and should not be planted in exceptionally rich soil. Success with dahlias depends far more upon cultivation—the use of the hoe—than upon fertile soil and fertilizers. Cultivation will produce fine dahlias in almost any soil, even in a sand pile, or an ash heap. The lack of cultivation means failure though all else be supplied. Ground that will produce excellent crops of corn and potatoes is just right for dahlias. If the land has had animal manures applied from year to year do not add any more the first season you plant dahlias. The soil will be rich enough in nitrogen. If you added generous amounts of stable manures to such land you would make it too rich for dahlias, and your plants would grow rankly; tall, six foot bushes, but you would have few blooms. If the season proved a rainy one dahlia plants in such a rich soil would bear large but soft, flabby flowers, that would wilt soon after they were cut. Bone meal is the ideal dahlia fertilizer. Apply it at planting time to any soil, no matter how rich it may be. It seems impossible to use too much of it, or do harm with it. Bone meal never “burns” the plants; never washes out of the soil; never disappoints; always promotes stockiness of growth, health and robustness of the plant, and profusion of blooms. Giving good results the first year enough of the bone meal will “go over” to the second season to produce even better results. It is not expensive when this is considered. It is altogether convenient in handling. The home gardener can scatter a pound to each square foot of soil. A pound to every three square feet will bring excellent results.

Planting dahlias in holes is both convenient and profitable for the home gardener. Dig a hole at least 15 inches across and not less than 18 inches deep. If you have ground enough throw away the last and deepest six inches of hard pan. Shovel back the rest of the soil, putting in the richest and best top soil that you have last of all. When the hole has been half filled with the poorer earth sprinkle in a coffee cupful of bone meal as you add the best of the soil, mixing the bone meal thoroughly with the soil by lifting and turning the earth again and again, the depth of the shovel. After the bone meal and soil is thoroughly mixed, and the hole is full, lift out a shovelful or two, plant the tuber six inches deep, on its side, flat, the sprout or “eye” uppermost. Never plant a dahlia “on end.”

All root crops require potash, and dahlias need it for making strong tubers, and for deepening the brilliancy of color in the blooms. This can be applied when the flower buds first appear. A pint of Scotch soot (not ordinary chimney soot which is altogether too strong unless used in say tablespoonful quantities per plant), or a double handful of wood ashes will be enough. Rake or hoe it in, scattered about the plant, but do not stir the soil deeper than two inches, as many feeding roots are now near the surface. A handful of “complete potato fertilizer” such as is sold for root crops, applied at this time, and every two or three weeks, will make your plants produce magnificent blooms, large, and richly colored. The soot, or wood ashes, will do it too, if you have used bone meal at planting time.

Nitrate of soda is often recommended, but the other fertilizers are safer and quite as good. Bolles Dahlia Booklet No. 6 has 32 pages devoted to "Fertilizers and Large Blooms." It is a complete guide for both the amateur and the professional dahlia grower, concerning the growing of strong plants, abundant and immense blooms, and their treatment for prize winning at Dahlia Shows. This Booklet also discusses the use of lime, sulphur, and tobacco dust; the problem of irrigation, and the use of liquid manure. It is sent postpaid for 35 cents, with privilege of examination and money back if you care to return it after reading.

Disbudding and Large Blooms

Dahlias bloom so freely that disbudding is necessary if large, perfect flowers are desired. If you do not disbud you will have more flowers it is true, but many of them will be small and inferior. John Wanamaker, for example, blooms so profusely that the plant must be disbudded almost every other day if you would see just how exquisitely lovely its flowers can be. Countess of Lonsdale will try its best to open fifty flowers at one time. Break O'Day will try to do better than this. The effort of such excessive flower production is tremendous, and as the blooming season advances the flowers will become small, and often one sided, the plant finding neither plant food nor strength enough to bear fully developed blooms. Top dressing with wood ashes and other fertilizers after the plant has reached its growth, and blooming has begun, supplies the greatly needed plant food required for such excessive flower production, and the plant, having reached maturity of growth, is not stimulated into a rank bushy development that prevents the formation of good flowers, as would be the case, if all the fertilizer was put into the ground at planting time.

Disbudding is the removal of some of the many flower buds that the buds left on the plant may become the largest and finest possible blooms. Usually flower buds are produced in groups of three, and almost always the central bud is strongest and best. Wait until these buds are as large as peas. The best one can then be readily discerned, and the other two in each group of three can be snipped off with fingers, or knife, or scissors. To display well in vases dahlias must have long stems, and long stems are secured by pinching out the flower and the leaf buds that start from the joints of the leaves with the stem. A very little observation and practice makes one perfect in disbudding.

If you have too many plants to stake, or desire them to be bushy and only a few feet high, pinch out the tops, the tiny terminal leaf bud, as soon as the plant has three sets of leaves. You will have just as many flowers, and your plants will grow more compact, with far less likelihood of being blown down or broken by high winds.

Bolles Dahlia Booklet No. 4, *The Cultivation of the Dahlia*, goes very fully into the "mystery" of pinching back and disbudding, as well as into that other "mystery," the dust mulch. It also discusses watering, staking, time of planting, distances apart, gives some very valuable hints upon tagging, and location, sunlight and shade, etc. It is a double number of 48 pages, mailed postpaid upon receipt of price, 50 cents. Cultivation is more important than anything, and all other things put together, in dahlia growing. Send for this Booklet. It is returnable, and money back next mail, after reading, if you so desire.

A set of Bolles Booklets is a veritable treasure-house of dahlia information

BOLLES DAHLIA BOOKLETS

Profusely Illustrated

- 1 History of the Dahlia
- 2 Why Grow Dahlias?
- 3 Propagation of the Dahlia
- 4 Cultivation of the Dahlia
- 5 Dahlia Growing Commercially
- 6 Fertilizers and Large Blooms
- 7 The Enemies and Pests of Dahlias
- 8 The Harvesting and Storage of Dahlias

These booklets, written by an American grower for American amateurs and professionals, for American conditions of climate, soils and markets, are indispensable to all dahlia lovers, whether they are growing for the joy of it, or for exhibition, or growing commercially.

Although only thirty five cents each (except Cultivation, No. 4, which is a double number, fifty cents), (and No. 3, Propagation of the Dahlia, a double number, fifty cents). These Booklets are really de luxe editions. They are not cheap little pamphlets. They measure 5 x 7½ inches, are beautifully printed upon a most attractively surfaced paper, of artistic appearance and value. They are well illustrated. They are bound in a heavy, colored cover with the title not merely printed, but placed in a die-sunk panel with a specially tinted surface, of different color than rest of the cover. The Booklets are gift books in appearance and in the unusual quality of the different papers used in their printing, and in their fine printing from type cast expressly for each book and never used before, giving a clear, perfect print. The publisher considers them valuable enough to send them to you in a specially prepared Kraft envelope of more than usual strength, to protect these beautiful specimens of the printer's craftsmanship while passing through the mails. They are suitable, beautiful gifts for birthday and Christmas.

What They Are Like

Booklet No. 1, The History of the Dahlia, is not merely full of interest as a historical study, but is of practical field value to the grower. The gardener must know whether a given plant is a native of the tropics, or of the temperate zone, of the swamps or of the high table lands; whether it is essentially a water-plant, or whether almost dry desert conditions suit it best. The common, wild blueberry, for example, has been so developed by Miss Elizabeth White that her improved varieties bear fruits as large as cranberries. But the blueberry will not flourish except in an acid soil. Had not a study of the history of the plant given this expert such knowledge no amount of effort would have accomplished

anything in average farm and garden ground. Do you know whether the dahlia is a native of the highlands or the lowlands of Mexico, the country of its origin? In its wild state does it show certain preferences that should guide the American cultivator? And do you know that its history, and that alone, reveals certain absolute essentials that must be employed by the grower who would create entirely new varieties of dahlias?

Booklet No. 3 explains in great detail the three ways dahlias are propagated (multiplied); tells how fifty plants of an expensive variety may be obtained from a single clump; tells how the amateur, as well as the professional, may grow seeds that may produce dahlias that will become world-famous. This booklet also has an entire section devoted to the main principles of plant breeding. Many amateurs and not a few commercial growers dream of producing new creations in dahlias that will bring them both fame and money. There are many prizes in the future for breeders of new varieties. A double number fifty cents.

With dahlias cultivation is more important than anything else, perhaps more important than all else put together. Certain it is cultivation is more important than either soil, or fertilizer. Booklet No. 4, therefore, is a double number, and sells for fifty cents. It goes into cultivation from A to Z; tells when, where, how, and why as to planting and cultivation. There is most emphatically a right and a wrong way, and many there be that plant wrongly, and mournfully contemplate their failure. Tells how Florida leads all the States with 275 dahlia growing days; that Nevada, Idaho, and Wyoming have only 90 growing days; and tells you how many dahlia growing days each of the other States enjoys. This Booklet explains the "mystery" of the all-important dust mulch; tells why three-feet deep digging of the soil is ever so much better than only six inches; answers the question as to shade and sunshine in location; goes into the matter of water supply (one of the chief sources of dahlia success or failure); gives advice about tags; what is meant by disbudding, and why it is so necessary with the dahlia.

Booklet No. 5 tells about growing of dahlias commercially. Tells how to start with small capital, how to increase stocks for planting; how the cut flowers, and the tubers, are marketed; and some of the difficulties and some of the successes of the business; as well as the field practices of commercial growers in cultivating the dahlia.

Booklet No. 6, Fertilizers and Large Blooms, goes at great length into this important matter. Explains the use of lime, the value of bone meal, and other fertilizers, tells which fertilizers are better than others, gives the exact amounts to be used per acre, per yard, and per square foot, and for each tuber. Goes fully into the problem of the water supply; explains how to grow prize winning, gigantic, exhibition blooms; how to prepare the blooms after they have been grown, so that they will be fit for the Dahlia Show exhibition tables, and defines what constitutes the amateur, the professional, and the semi-professional exhibitor. An altogether indispensable little book for the dahlia grower, whether amateur, or professional.

Booklet No. 7 deals with the Enemies and Pests of Dahlias, and gives the remedies. The blasting of flower buds, mildew, blight, plants that have stopped growing and remain poor stunted things; insects, etc. If you escaped most dahlia tribulations last year they may come upon you unawares another season. This Booklet means preparedness; means information so you can recognize the troubles when they appear; apply the remedies; and save your plants. You cannot afford to grow dahlias another season without this Booklet upon your library shelf.

Booklet No. 8 may save your crop of tubers. "A really remarkable treatise upon Harvesting and Storage" writes a nationally known horticultural expert. Beginning with the digging of the tubers, giving practical, workable advice and sounding very necessary warnings, this Booklet takes the grower from the first killing frost of autumn through the winter, and up to dividing and planting time in the spring. It tells what kind of cellars, rooms, sheds, barns, are suitable for winter storage; and how to pack, cover, protect the precious roots, and carry them safely through the winter. There are pictures of worthless, broken-necked tubers, the result of ignorance or carelessness, that will wring your heart, if you have a drop of Scotch blood in you, and deplore waste and loss. There are also pictures of solid, plump tubers, as firm and fine as the day they were dug, from photographs taken in May and June of roots properly stored all winter, and coming through in vigorous condition for the making of robust sprouts for the new season's crop of plans.

All the booklets are profusely and beautifully illustrated. Any one of them, or all of them, will be sent upon receipt of price, returnable after reading, and your money back in the next mail. So far not a single copy has been returned; instead buyers of one or two of the booklets have written "send me all the others as fast as they are printed." Order one or more today; read them; and if you care to return them your money will be sent back to you by return mail.

What They Say

"I received your Booklet on Harvesting and I can tell you it is a fine one." V. V. G., St. Paul, Minn.

"Right now I will pronounce it one of the classiest little pieces of horticultural literature that I have ever seen. If the other seven are gotten up in uniform style and along the same lines I very much desire to have them so as to have the whole set bound into one volume."

A. K., New York.

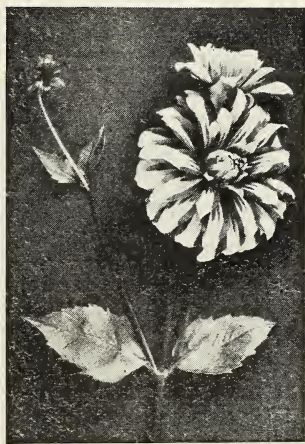
"I have received and read with very great interest your Booklet on Harvesting and Storage. It is very neatly gotten up, the illustrations are fine, and its points and suggestions are very helpful and valuable. If the other Booklets to follow are as full of good information as this one, it will certainly make a valuable little library of knowledge and information for the dahlia lover. Kindly let me know when other Booklets are ready, as I shall want them all." W. A. S., Conn.

"Thank you very much for your most valuable little Booklet. You are certainly underestimating its worth. You should have asked no less than 50 cents per copy. The binding and illustrations could hardly be covered by less, and the information is worth much more. I am inclosing my check for \$2.10 for the others." H. M. S., New Jersey.

"I surely appreciate your first Booklet and can ask nothing better than that the succeeding ones prove as good. I am inclosing a little of 'the sinews of war' for which please send me Booklets number 3, 4, 5, 6, 7." B. R. B., Ohio.

"Your Booklet Harvesting and Storage just received and I have not laid it down until I have read every word from cover to cover. It's full of meat. I want the whole series." B. B., Ohio.

"You have really written a remarkable little treatise upon Harvesting and Storage, and we all compliment you." From one of the largest and most famous horticultural publishing offices in America.



What is more beautiful than a dahlia blossom in all its radiant splendor?

Proper Tagging Is Important



There is no reason why you should not know your dahlias by name, and it is embarrassing to a genuine garden lover not to be able to answer the queries of visitors who come to admire his blooms. The self-respecting and careful gardener will have legible tags, strongly wired, attached to plants or stakes.

I have made arrangements to supply my customers with an everlasting tag, the legibility of which cannot be hurt by sunshine or rain, by being covered with earth in storage, and that cannot rust. For names or abbreviations thereof not exceeding twelve letters and spaces (like Jean Charmet in the illustration) tags are two cents each. For longer tags, up to but not exceeding twenty four letters and spaces (like Wolfgang von Goethe), three cents per tag. Names can be abbreviated, of course, and W von Goethe would go in the twelve letters and spaces. When it is remembered that these tags are everlasting the first cost is of no account. P r i n t out the names of dahlias you wish tags for that no error may occur. About two weeks should be allowed for the filling of your order. The tags are of rustless aluminum, and the letters are embossed by pressure, not printed, upon them, the name as well as the tag being everlasting. These tags will be a just source of pride to you, and add distinction to your garden.

In the great days of tulip growing in Holland generations ago, when portly and wealthy burghers spent fabulous sums upon single bulbs a certain famous grower was able to identify one thousand different tulips by name by carefully looking at the bulb, and remembering the little and obscure differences in form and other appearances. No dahlia enthusiast has yet arisen with equal ability in his chosen realm, and the average man cannot be too careful about tagging.

Promises which will be fulfilled are the only ones made

Bolles Dahlia Christmas Club

Include dahlias in your Christmas giving; pay for them at planting time in the spring. Make your Christmas money go farther.

Dahlia tubers should not be entrusted to the mails in mid-winter, of course. But you may make Christmas gifts of them just the same, and to the dahlia lover few gifts will be more acceptable. No dahlia enthusiast ever has dahlias enough. Perhaps one of your family has been wondering "What shall I put into that flower bed next spring?" Put Dahlias there. Plant the most brilliant, gorgeous flower that blooms in the temperate zone. How such an one will be pleased if you anticipate wants and wishes, and give garden desires as Christmas gifts.

You can make your gift as generous as your heart dictates, and have money left over for gifts in other directions.

"Draw out" preferences as to color and varieties by "talking dahlias." You might even show the printed list, and say, "I want some dahlias next summer; what sorts do you think would be nice to have?"

Make out your order as generously as you wish, and send fifty cents if order is \$5.00 or less. Send one dollar if order exceeds \$5.00. Your order will be entered, and credit given for the money sent, and the tubers will be reserved for you. A receipt for your money will be mailed you, and also a handsomely engraved Christmas card in two colors, upon which will be printed attractively the statement that a number of dahlias have been ordered for So-and-So, and that he (or she) is wished all the happiness of the Christmas Season, and that the dahlia roots will be mailed, post paid, at planting time. This beautiful Christmas card you put into the Christmas stocking, as a gift. It is a certificate of one of the finest gifts that can be given any one.

By April 1 you complete the order by paying the balance due, and the tubers go forward by parcel post, in ample time for planting.

All Christmas orders must reach me by December 15 in order that the engraved Christmas card in two colors, the beautiful certificate of your gift, may be prepared, and mailed to you in time for the Christmas stocking.

Those ordering dahlias in the Bolles Dahlia Christmas Club can send in competitive letters for the Twenty Dollar (\$20.00) Prize Box when they pay in full, before April 1.

Dahlias may be ordered as Birthday Gifts in advance, in exactly the same way, and a Birthday Card will be sent instead of a Christmas one.

Bolles Dahlia Booklets are printed de luxe and are most acceptable and beautiful Christmas and Birthday Gifts for all garden lovers.

In ordering tubers for gifts give your own name and address, that receipt for your remittance, and the Christmas or Birthday card may be sent you in advance. And also give name and address of person to whom the roots are to be sent at planting time.

Read the Prize-Box Offer, then "go to it"—it's well worth a try

.....

A \$20.00 BOX OF DAHLIAS FREE

I will give a \$20.00 assortment of choice dahlias for the best letter containing criticisms of my present Dahlia Catalog, and suggestions for improvement of my next catalog. This prize offer is open to any customer.

I want to improve my catalog and make next year's issue more interesting, more valuable, to those who grow my dahlias, and believe that in the counsel of many there is wisdom. Any one may compete for the prize, but I rather expect that it will be some good woman who will win the Twenty Dollars worth of Dahlias.

Adolph Saphir, that wittiest man that ever lived said: "Every writer should read what he has produced to a good woman, for her smiles are the gold proof, her blushes the fire proof, and her tears the water proof of truth." A good woman seems to know intuitively, many things hidden from the rest of humanity.

How to Win \$20.00 in Dahlias

1 Send for my catalog at once. Catalog will be ready January First and will be mailed until the supply printed is exhausted, after which none can be supplied for the contest. Do it now. If you already have my catalog use it, and do not send for another.

2 Read the catalog through, from beginning to end, paper and pencil in hand. Make notes of things you think could be improved. Make notes of things, ideas, information, that you think could be included with advantage in my next catalog, to make that catalog more valuable and more interesting to my customers.

3 Brood over the matter while going about your daily work, and while making your gardening plans for the coming spring. Make more notes.

4 Write out your notes, and the ideas that have come to you.

5 Rewrite. You will do better the second time. Read this second writing over every day for a week, making notes.

6 Write the final copy, for me, on one side of the paper only. Later, if other ideas come to you write them also, and mail to me, and they will be added to your first letter, and all that you have written me will be judged as a whole.

7 Write something upon ALL the eight points that I ask suggestions or information about. Use as many words as you wish. Your letter will be measured by the number and the value of the ideas it contains, and neither brevity nor length will prejudice the judges in the least. I want ideas, not a literary effort; just answers to my questionnaire.

8 Send in your letter as soon as possible. Later, another letter if more ideas come to you. I want those ideas—every one of them.

9 All letters must be postmarked not later than March 31.

10 In your first letter you must send an order for not less than \$1.00 worth of tubers, and remit in full for the order.

11 Three judges will read your letters and written suggestions as rapidly as possible, and the award will be made on April 15, and the happy winner notified in that day's mail, that she (or he) may have ample time to select the prize tubers in time for planting.

12 The prize is Twenty Dollars (\$20.00) worth of tubers, sent prepaid to the winner—your own selection from my catalog. The \$20.00 worth of tubers will be awarded the person whose letter, or letters, contain the largest number and most valuable ideas and suggestions. These ideas will be applied to my next catalog, that I may make it fuller of valuable information, and of greater interest, and more likely to make sales. If two persons send letters of equal value, the prize will not be divided; each person will be awarded \$20.00 worth of tubers.

The Eight Points

Your letter must cover all eight points

1. What features interest you most in my present catalog?

2 What changes would you make, if you had charge of reprinting the present catalog?

3 What class, or type of dahlia do you like best? Cactus, or Decorative or Single, or Ball, etc.?

4 What in the present catalog would influence you to order dahlias from me, apart from the prize offered, of course?

5 Give suggestions, ideas, that you would put into my next catalog, if you had charge of printing it, that are not in the present catalog.

6 What colors in dahlias do you most prefer? Please give at least four colors, in the order of preference. For example, if you like yellow best put yellow first, if you like white least, put that last.

7 What foliage plants, and what flowers, are helpful in arranging beautiful bouquets of dahlias in vases. Oak leaves, and the flowers of Baby's Breath, for example, might be one answer. Give as many as you know to be really beautiful with dahlia blooms.

8 Give the names and full post office (with street and number if any, or R. F. D.,) of five persons anywhere in the United States, who have flower gardens. Send in a hundred names if you can. Jot them down on scraps of paper wherever you happen to be, when they occur to you, finally arrange them alphabetically, by cutting up the pieces of paper and shuffling as you would cards. Copy carefully, in alphabetical order, writing upon one side only of your sheets of paper.

Send me 25 extra names (over and above the 5 names required under point 8) of people who love flowers and have gardens and actually grow flowers, and I will add an extra dahlia to your order. Send me 50 extra names and I will add two extra dahlias; 75 names and I will add 3 extra dahlias, 100 names and I will add 4 extra dahlias to your order; 200 names will bring 8 extra dahlias, and so on. Take your city directory, or the telephone book, but be sure you give correct post office, and street and number, or the R. F. D. . Only the names of those actually growing flowers will be accepted. Arrange alphabetically, by names, not by post offices.

Preserve This Catalog

It will be just as good next year, and as far as I can see next year's prices will be the same. Customers of this year will receive next year's announcements. Therefore, if your address is changed during the year please advise me that you may receive mail. Only sealed, first class mail is forwarded by the post office to a changed address. Catalogs are not.

Dahlias C. O. D.

An increasing number of customers are asking that their dahlias be sent C. O. D. I am always glad to do this, Uncle Sam collects, upon delivery, the money order fee and the postage, in addition to the price of the roots. This is particularly convenient for people changing their place of residence. If you know, for example, that you will be in such a place May first you can make out your order today, without remitting any money, carefully give your future address in full, and dismiss it from your mind. In the confusion and hustle incident to moving you do not have to think of dahlia garden needs. After you are serenely settled in the new home along come the dahlias. Perhaps you do not plan a change of residence, but very much desire to select your dahlias now and have them reserved for you. Make out your order just as fully as you wish, give your address carefully (p r i n t it out, please) specify the date you would like me to ship them in the late spring, and they will go forward C. O. D. upon the very day you name.

If you can't decide which to select, order a Collection

.....

Bolles Dahlia Collections

BOLLES NO. 1 \$2.00 COLLECTION, Total Value \$2.35

Aurora (Apricot)	30c	Countess Lonsdale, (Salmon)	30c
Goliath (Amber)	25c	Mina Burgle, red	30c
Mrs. Cassatt, cerise	25c	Mrs. Corbett, pink	25c
Mrs. Roosevelt, white & pink ..	20c	Princess Juliana, white	25c
Sylvia, pink-white	10c	Yellow Duke	15c

BOLLES NO. 2 \$2.00 COLLECTION, Total Value \$2.25

A. D. Livoni, pink	20c	Admiral Togo, maroon	10c
Countess Lonsdale	30c	Jack Rose, red	15c
Lyndhurst, crimson	20c	M. Castleton, pink	20c
M. Burgle, red	30c	M. McCullough, copper	20c
Perle de Lyon, white	25c	Standard Bearer, scarlet	20c
Yellow Duke	15c		

BOLLES NO. 3 \$3.00 COLLECTION, Total Value \$3.30

Same as No. 2, with the addition of	Princess Juliana, white	25c
John Wanamaker, pink	Le Grand Manitou, lilac-strip'd ..	35c
Sylvia, pink-white		10c

BOLLES NO. 4 \$4.00 COLLECTION, Total Value \$4.40

Countess Lonsdale, salmon ..	30c	Dreer's White	25c
Etendard de Lyon, carm'e-rose ..	50c	John Wanamaker	35c
King of Autumn, buff	60c	Le Grand Manitou, lilac-strip'd ..	35c
M. McCullough, copper	20c	Mrs. Cassatt, cerise	25c
Princess Juliana, white	25c	Queen Mary, pink	25c
T. G. Baker, yellow	20c	Terra Cotta	25c
Wodan	40c		

BOLLES NO. 5 \$5.00 COLLECTION, Total Value \$5.75

Attraction, pink-lilac	\$1.00	Dreer's White	25c
Goliath, amber	25c	Hort. Witte, white	40c
Jack Rose, red	15c	John Wanamaker	35c
Mrs. C. H. Breck, carmine-yel'w ..	50c	Mrs. Corbett	25c
Mrs. Cassatt, cerise	25c	Oregon Beauty, red	25c
Princess Juliana, white	25c	Perle de Lyon, white	25c
Queen Mary	25c	Wodan, salmon	40c

\$10. for a tuber: Why not? You can grow fifty plants from a single clump



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No variety more richly repays deep digging and top dressings

The broadest of guarantees covers all Bolles-grown Dahlias

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Dahlias

Media, Delaware County, Pennsylvania

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Date.....

Post Office Money Order, \$..... Cash, . . \$.....

Express Money Order, \$..... Stamps, . . \$.....

Draft or Check, \$..... TOTAL \$.....

Name.....

Please use prefix Mr., Mrs. or Miss

P. O.....State.....

R. F. D.
or ST. NO.County.....

You may ship about.....: Anytime.....

May I substitute for any that are sold out?.....

In what magazine did you see advt.?.....

For less than \$1.00 add to your order ten cents for packing and postage.

Orders are sent postpaid into the first three postal zones (up to three hundred miles).

Customers in the fourth postal zone (300 up to 600 miles distant—ask your postmaster) please add one cent per tuber, for excess postage.

Customers in the fifth postal zone please add two cents per tuber for excess postage. In the sixth zone three cents per tuber; in the seventh zone four cents per tuber; and in the eighth zone (includes Canada, and the States of Arizona, California, Idaho, Nevada, Oregon, Washington) eight cents per tuber. If prefer, customer can instruct to send by mail C. O. D., in which case only the exact cost will be collected.

Early orders can be filled. When order is late in season I refund for any dahlias of which stock is exhausted. If, however, you are willing that I should substitute a different dahlia of equal or greater value please so state, and I will (but only in case stock is sold out) send choice tuber or tubers as nearly like form and color as possible and never of less value. Allowing substitution saves time and correspondence upon late orders, when planting time is near.

Itemize Your Order on the Following Pages

ORDER BLANK

HOW MANY	NAME OF DAHLIA	PRICE	TOTAL
Varieties Checked Were Your Selections at the Field			
.....	A. D. Livoni (Show). Beautiful sea-shell pink	\$.20
.....	Admiral Togo (Dec). Rich velvety maroon, dark ..	.10
.....	Alaska (Dec). White, large, free bloomer50
.....	Albert Manda (Dec). Immense, white, pink, and lemon	.50
.....	Alewine (Pompon). White, tipped amethyst-blue20
.....	Allie Mouray (Pompon). Light pink20
.....	Arabella (Show). Buff, shaded light salmon, fine	.25
.....	Attraction (Hybrid Cactus). Rosy lilac, large75
.....	Aurora (Hybrid Cactus). Red-apricot, large30
.....	Belle of Springfield (Pompon). Light red20
.....	Bertha von Suttner (Peony). Rose, tinted salmon, 8 in.	.25
.....	Bianca (Cactus). Rose-lilac, white center, gigantic	.65
.....	Bobby (Pompon). Plum or wine color20
.....	Break O' Day (Dec). Creamy white, fine, large75
.....	Breeze Lawn (Dec). Immense, fiery red (8 inches)	1.00
.....	Cassandra (Peony). Rich golden bronze, beautiful ..	.60
.....	Catharine (Pompon). Bright yellow20
.....	Catherine Duer (Dec). Dark red20
.....	Chanticleer (Cactus). Yel., tipt salmon, streaked red	.25
.....	Countess of Lonsdale (Cactus) Salmon-amber, fine	.30
.....	Cream King (Peony). Deep cream, exquisite, immense	.75
.....	Crown of Gold (Dec). Golden brown, beautiful15
.....	Darkest (Pompon). Deep maroon20
.....	Darksome (Pompon). Maroon20
.....	Delice (Dec). Exquisite rose-pink, lovely20
.....	Dr. Tevis (Dec). Salmon-rose, 8 to 11 inches	1.00
.....	Dr. Tyrrell (Dec). Bronze, large, fine autumn color	.50
.....	Dream (Dec). Salmon and pink, very fine60
.....	Dreer's White (Show). Beautiful, perfect25
.....	Dreer's Yellow (Show). Best of its type and color	.25
.....	Elsa (Dec). Immense white, fine50
.....	Etendard de Lyon (Cactus). Rich carmine-rose, large	.50
.....	Eunice (Pompon). Pink and lavender, blended20
.....	Eureka (Cactus). Violet-crimson, cen. purple, striking	.25
.....	Fireworks (Cactus). Red and yellow stripes, large	.35
.....	Flamingo (Dec). Deep rose-pink50
.....	Flora (Cactus). White, large, fine25
.....	Freckles (Dec). Yellow, striped garnet, fine50
.....	Futurity (Dec). Pink, salmon suffusion; one of best	.75
.....	F. W. Fellows (Cactus). Immense flower, deep orange	.75
.....	Geisha (Peony). Red and yellow, gorgeous, large ..	.50
.....	Gen. Miles (Show). Purple, striped lilac, large	1.00
.....	George Walters (Cactus). Large, old gold and copper	.65
.....	Gold Medal (Show). Yellow, striped vermillion, fine	.25
.....	Golden Gate (Cactus). Large, buttercup yellow, fine	.25
.....	Golden West (Cactus). Yellow, six inches, fine75
.....	Gollath (Cactus). Large, yellow and amber, handsome	.25

HOW MANY	NAME OF DAHLIA	PRICE	TOTAL
.....	Graus aus Wein (Pompon). Crushed strawberry20
.....	H. J. Lovink (Peony). Lavender blended with white	.30
.....	Hochsai (Dec). Fine, orange-yellow-red-bronze75
.....	Hortulanus Flet (Dec). Immense salmon-yellow ..	.50
.....	Hortulanus Witte (Dec). White, large, perfect40
.....	Jack Rose (Dec). Beautiful crimson-red15
.....	Jane Selby (Dec). Delicate mauve, extra large ...	1.00
.....	Jean Kerr (Dec). White, fine bloomer, long stems	.85
.....	Jeanne Charmet (Dec). Immense, pink, striking ..	.20
.....	Jessie L. Seal (Peony). Pink, gold shadings, large ..	.85
.....	J. H. Jackson (Cactus). Maroon, almost black25
.....	John Wanamaker (Peony). Famous, pink, fine35
.....	Jonkheer Boreel (Dec). Old gold and terra cotta, fine	1.00
.....	Justice Bailey (Cactus). Bright pink, large, fine..	.75
.....	Kalif (Cactus). Scarlet, gigantic, long stems65
.....	King of Autumn (Dec). Buff-amber, large, perfect	.60
.....	Klein Domitea (Pompon). Yellow and amber, striking	.20
.....	Kreimhilde (Cactus). Rosy flesh color25
.....	Latona (Peony). Pale yellow, good bloomer75
.....	Leader (Pompon). Lemon yellow, tipped purple20
.....	Le Grand Manitou (Dec). Purple, striped white35
.....	Leo X (Cactus). White, very fine, good size25
.....	Little Beauty (Pompon). Rose-lilac20
.....	Little Herman (Pompon). Wine-red, tipped white ..	.20
.....	Lyndhurst (Dec). Vivid scarlet, excellent20
.....	Madame Bijstein (Peony). Lavender, exquisite, large	.75
.....	Madame Butterfly (Dec). Violet rose, very large ...	2.00
.....	Madame Eschenaure (Cactus). Pale yellow or lilac	.45
.....	Madame Marze (Dec). White, immense, one of best	.35
.....	Marguerite Bouchon (Cactus). Soft rose, white tips	.75
.....	Marie Doucett (Cactus). Pink, white center, fine ..	.50
.....	Marjorie Castleton (Cactus). Pink, always pleases	.20
.....	Maude Adams (Show). Snowy white, overlaid pink	.25
.....	Melody (Cactus). Yellow, tipped white, striking50
.....	Mina Burgle (Dec). Finest dark scarlet dahlia30
.....	Minnie McCullough (Dec). Orange-copper-and-bronze	.20
.....	Mount Shasta (Hybrid-cactus). Shell-pink, perfect	1.50
.....	Mrs. C. H. Breck (Cactus). Yellow, and carmine, fine	.50
.....	Mrs. Charles Seybold (Pe'y). Crimson, carmine, white	.30
.....	Mrs. Edna Spencer (Cactus). Orchid pink, exquisite	1.00
.....	Mrs. Geo. Gordon (Peony). Cr'm-yel. and white, large	.35
.....	Mrs. G. W. Kerr (Peony). Red plum, large, good stems	.50
.....	Mrs. Helen Ladd Corbett (Peony). Lavender and pink	.25
.....	Mrs. J. Gardner Cassatt (Dec). Bright pink cherry	.25
.....	Mrs. Roosevelt (Show). Large, white, light pink tips	.20
.....	Mrs. Warnaar (Cactus). Creamy white-pink, immense	.75
.....	Nibelungenhort (Cac.). Gold, tipped old rose, gigantic	.75
.....	Oregon Beauty (Dec). Intense Oriental red, fine ..	.25
.....	Peg O' My Heart (Dec). Primrose yellow, gigantic ..	1.00
.....	Perle de Lyon (Cactus). White, one of finest25

(Over)

HOW MANY	NAME OF DAHLIA	PRICE	TOTAL
.....	Phenomenal (Peony). Red-purple-yellow-white, 10 in.	.50
.....	Pierrot (Cactus). Apricot and amber, immense, fine	.75
.....	Polar Star (Peony). White, fine, long stems	1.00
.....	Prince Charming (Pompon). Cream white, tipt purple	.20
.....	Princess Juliana (Dec). White, wonderful bloomer	.25
.....	Princess Pat (Dec). Helio. pink, 8 in., free bloomer	1.00
.....	Prof. Frau Scheff (Dec). Yellow, with red, large50
.....	Prof. Mansfield (Dec). White-yellow-red, mixed25
.....	Queen Mary (Dec). Exquisite silvery pink25
.....	Queen of Roses (Peony). Rose-pink, brilliant, fine	1.00
.....	Queen Wilhelmina (Peony). White, fluffy25
.....	Rhein Koenig (Cactus). White, good size20
.....	Ruth C. Gleadel (Cactus). Apricot-bronze, large75
.....	San Mateo (Dec). Yellow, striped, scarlet, gorgeous	1.00
.....	Snowclad (Pompon). White20
.....	St. Elias (Cactus). Pure white, claw-shaped, handsome	.75
.....	Standard Bearer (Cactus). Crimson, good20
.....	Starlight (Dec). White, striped red, handsome30
.....	Sulphurea (Cactus). Sulphur yellow, large65
.....	Terra Cotta (Peony). Pleasing terra cotta color ..	.25
.....	T. G. Baker (Cactus). "Best clear yellow," fine20
.....	The Mahdi (Peony). Red-carmine, striped yellow ..	.85
.....	Tom (Pompon). Red, white tipped20
.....	Tom Lundy (Cactus). Immense Crimson, profuse ..	.50
.....	Vivid (Pompon). Bright scarlet20
.....	White Swan (Dec). Fine, moderate size15
.....	Wodan (Cactus). Salmon-rose, one of best, large ..	.40
.....	Wolfgang von Goethe (Cac.). Rich apricot, fine, large	.35
.....	W. W. Rawson (Show). White, tipped amethyst blue	.20
.....	Yellow Duke (Dec). Primrose yellow, fine15
.....	No. 1 Collection (Value \$2.35)	2.00
.....	No. 2 Collection (Value 2.25)	2.00
.....	No. 3 Collection (Value 3.30)	3.00
.....	No. 4 Collection (Value 4.40)	4.00
.....	No. 5 Collection (Value 5.75)	5.00
<hr/>			
Bolles Dahlia Booklets, Nos. at 50 cents each			
<hr/>			
.....	Dahlia Seeds, choice mixed varieties, Eastern grown, per packet of 250 seeds	\$.50
.....	Asmus, California, 100 seeds	3.00
.....	50 seeds	1.50
.....	(Pompons) 100 seeds	1.50
.....	Archer, California, 50 seeds	2.00
.....	Trade Packet	1.00
.....	Smaller Pkt.50
.....	Home Garden Pkt.25
(State flowering type desired)			
.....	Fenton, California, Hand Hybridized, 100 seed	3.00
.....	50 seeds	1.50

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